

# Advertising opportunities

Advertising with the National Literacy Trust can provide your organisation with a unique opportunity to access engaged literacy professionals who are not otherwise accessible to third parties.

Please see our different options below:

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| National Literacy Trust website* Our website [literacytrust.org.uk](http://www.literacytrust.org.uk) has over 50,000 monthly unique users
* The main audience for our website is UK education professionals
* Visitors use the site for literacy resources, research, news and policy updates.
* News stories focus on current news about our work and literacy in the UK
* Blog articles appear on the blog page of our website. These are more personal and are linked to a current issue or event

**Costs to advertise:** * Sponsor a news story with an image to appear on the [www.literacytrust.org.uk](http://www.literacytrust.org.uk) homepage: £400 + VAT
* Write a guest blog ([www.literacytrust.org.uk/blog](http://www.literacytrust.org.uk/blog)) with image: £400 + VAT
 | Social media* We have 77,000 [Twitter](https://twitter.com/Literacy_Trust) followers and post between five and 10 times a day
* We have 13,000 likes on [Facebook](https://www.facebook.com/nationalliteracytrust/?ref=bookmarks) and we post once every day
* Our posts are image-led and cover our work, literacy trends and news of interest to our followers
* Our followers include teachers, librarians, corporate representatives and publicists

**Cost to advertise:*** A package of 4 tweets and 1 Facebook post: £500 + VAT
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| Monthly newsletter* We have 30,000 subscribers to our monthly newsletter
* Audience includes teachers, education professionals, librarians, businesses and publishers
* Newsletter content includes updates on our programmes and research, events, literacy news and case studies

**Costs to advertise:*** £500 for one month, £1,200 for three months, £2,500 for six months
* 50 words of copy and a link
 | Words for Life website * Our parent-facing site, [Words for Life](http://www.wordsforlife.org.uk) has 100,000 monthly unique users
* Content includes milestones in communication development, tips and fun activities help parents to support their children’s literacy skills
* Quarterly themes feature in-depth content on a particular topic e.g. comic books or festive-themed activities

**Costs to advertise:*** A news article with an image: £350
* Sponsorship of a theme: from £4,000
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For more information or to book your advert, please email advertise@literacytrust.org.uk.